

Professional and Managerial Branch
Miscellaneous Professional Group
Public Affairs Series

POLICE PUBLIC INFORMATION SPECIALIST

04/00 (LBT)

Summary

Under general direction, plan, coordinate and implement public information and community relations programs pertaining to police activities.

Typical Duties

Respond to media requests for information and preparing public information campaigns. Involves: writing, reviewing and editing press releases, newsletters, publications and scripts; participating in interviews with the media live at crime scenes and other occurrences, on video tape or by telephone; arranging for press conferences or individual interviews with other department personnel; counseling departmental personnel concerning public relations policies, procedures and programs; studying needs and effectiveness of public relations and community activities, and recommending improvements in practices; collaborating with departmental personnel to decrease response times, streamline work processes; and ensure quality of news coverage; assist with departmental television show by substituting as anchor, as required, documenting and maintaining weekly crime trends graphics; assist in creation and production of public service announcements.

Act as primary civilian liaison with local organizations, civic groups, school districts, the business community and the general public. Involves: serving as coordinator for the Youth and Citizens Police Academies; creating lesson plans, scheduling classes; arranging for instructors and training locations; organizing graduation ceremonies; conferring with Youth Police Academy advisors; participating in Citizen Police Academy alumni meetings; researching and reporting to supervisor on attitudes, opinions and perceptions of selected internal and external groups.

Perform related incidental duties contributing to realization of unit or team objectives as required. Includes: substituting for supervisor or coworkers as qualified and within authorized limits by carrying out specified functions to maintain continuity of ordinary operations, if delegated; providing designated support for projects or activities overseen by higher-graded, non-supervisory personnel as instructed; explaining and demonstrating work performed to assist supervisor in orienting and training less knowledgeable employees; engaging in assignments pertaining to functions of other positions for training purposes under general supervision; maintaining awareness of occupationally related technological, legal, and methodological developments; logging activities; preparing and submitting recurring or special status reports; keeping tools, equipment and work area orderly, safe and clean.

Minimum Qualifications

Training and Experience: Graduation from an accredited college or university with a Bachelor's degree in Business or Public Administration, Journalism, Mass Communications, or related field; plus three (3) years of increasingly responsible professional experience in mass communication, public relations, advertising or marketing; or an equivalent combination of education and experience.

Knowledge, Skills and Abilities: Considerable knowledge of: modern public information program development and implementation principles and methods; written and oral journalistic styles; English grammar; spelling and punctuation. Good knowledge of: media management; audio-visual presentation techniques; graphics and signage; market research techniques and practices.

Ability to: organize, develop, coordinate and oversee comprehensive public information and community relations activities; express oneself clearly and concisely, both orally and in writing, to prepare and present interesting and informative radio and television scripts, speeches, news articles, reports, records and correspondence regarding topics of a technically complex nature which may be unfamiliar to targeted audiences; establish and maintain effective working relationships with fellow employees, officials, the general public and the news media; conduct, analyze and draw conclusions about community and internal opinion surveys and needs assessment studies;

Skill in: safe operation and care of personal computer or network workstation and generic business productivity software, including graphics; common office machines; motor vehicle.

Physical Effort & Work Environment: Occasional driving through city traffic; lifting and carrying equipment of light weight (up to 25 pounds)

Licenses and Certificates: Texas Class "C" Driver's License or equivalent from another state.

Special Requirements: Pass rigid background investigation. Subject to call back during non-working hours in response to emergencies or unforeseen circumstances; work flexible schedules, holidays and weekends.

Director of Personnel

Department Head

OFFICIAL